



DOCKET FILE COPY ORIGINAL

Market Served: Battle Creek

Call Letters: WNWN-FM

Date: 10/28/04

Prepared By: PJ. Lacey

Address: 25 W. Michigan, 4<sup>th</sup> floor Heritage Tower

City: Battle Creek

State: MI

Zip Code: 49017

Phone Number: 269-968-1991

Contact E-Mail: [pjlacey@mwcradio.com](mailto:pjlacey@mwcradio.com)

Comments regarding MB Docket No. 04-233

**Local News**

- *Provide details on your stations investment in local news.* WNWN is committed to keeping our listeners informed on the events that most impact their lives on an hourly and daily basis, whether it be city, county, state, school, health, social, religious, entertainment, or sports issues that originate locally in their neighborhoods or at city hall, the state capital, Congress or the White House. There's also local traffic, weather, and law enforcement and any related school, business, and road or street closings or delays that might arise. Updates and live on-site coverage when called for on WNWN maintains our reputation as the radio news leader in southwest Michigan, where listeners know they can tune in and stay in touch with what's happening right now.
- *How many local newscasts are aired per week?* 45
- *Do you allow on-air time for breaking news and local emergency information? yes Give examples.* In the last year, WNWN has broadcast

No. of Copies rec'd \_\_\_\_\_  
List ABCDE \_\_\_\_\_

live news reports from area small plane crash, live news reports on storm damage from severe summer thunderstorm, live news report site from area armed bank robbery, on site reports from recent arson fire that gutted three downtown buildings. WNWN regularly airs traffic information and road closures due to accidents or other emergencies. School closings and delays are broadcast regularly during the day when the need arises.

- *Give examples of how your website is used to enhance local news coverage.* Each day Monday through Saturday, WNWN updates local and state news stories on its website. In addition WNWN uses the website to inform parents of local school closures and delays.

### **Local Public Affairs**

- *Describe all daily or weekly programs devoted to local public affairs, local politics, community activities, and similar issues including the length of such programs.* Each Sunday morning at 5:58 am, WNWN airs a 2 minute Focus Program which highlights issues of concern in the community. Examples: interviews with local officials on budget problems facing county, city and schools. Issues of concern in the community such as availability of low income housing, jail and prison issues, downtown development and health and safety issues

### **Creating or Selecting Programming**

- *Describe your station's efforts and practices for determining the types of programming you air. For example, do you have an open door policy, accept and review e-mailed suggestions, conduct polls of your local audience, perform auditorium tests of various programming?* WNWN-fm does a bi-weekly internet test requesting programming input. E-mails suggestions are solicited, reviewed and considered.
- *Preemptions: Provide any examples when your station preempted network programming in order to air other programming of more interest to your local community, such as local political debates or local sporting events.* We frequently interrupt scheduled programming for traffic, local news, and weather issues.

### **Emergency Programming**

- *Describe any live and/or on-the-scene coverage of emergencies, weather, traffic, crime and similar events, including any positive impact of your coverage on the local community.* We have built a relationship

with the Michigan State Police Central Dispatch for traffic accident information. I-94 delays and re-routing information is also continuing updated by our listeners.

- *Describe your stations weather forecasting service.* Tv3 and doppler radar provides several reports throughout the day. AP news is another source we use.
- *Do your stations participate in AMBER or EAS? Yes, both.*

### **Political Programming**

- *Describe all candidate debates sponsored or aired.* none.
- *Do your stations offer candidates other types of free airtime? Give examples, and include examples of candidates declining offers of free airtime.* no.
- *Are local political issues discussed, or candidates interviewed, during newscasts or public affairs programming on a regular basis?* yes
- *Do your stations cover local campaign and /or convention events?* yes
- *Describe your stations participation in promoting voter registration drives.* WNWN-fm teamed up with the Michigan Association of Broadcasters to promote voter registration with 60-second p.s.a.'s during September. Live promotional announcements and news stories explaining registration deadlines.
- *Give examples of how your websites are used to enhance political coverage.* WINCOUNTRY.COM has a Michigan votes icon helping listeners find out where you can vote and register. The local news is on the web-site with political stories.

### **Civic, Cultural and Other Community-Responsive Programming**

- *Please list examples of programming targeted to raise funds for local charity organizations.* When lightning damaged the historic St. Thomas Episcopal Churches steeple, WNWN-fm created a car wash for donations event. The new steeple went up this week. In August, WNWN-fm MC'd the Hoe Down for the Haven in Battle Creek, benefitting the 1 million dollar project for the homeless. The Tobias family in Springfield lost their home from an early morning fire. An eleven hour remote, a semi trailer, and several fantastic listeners raised furniture, clothes, toys, food, and over \$2000. for the family of seven to start over. Last weekend, WNWN-fm joined the Southwest Michigan Second Harvest Food bank and stuffed a metro bus with 2100 pounds of food during our four hour live remote broadcast.

- *Describe any coverage of local events, such as local sports, fairs, holiday events, local theater, and fire or police outreach events.*  
WNWN-fm was at 7 high school football games this fall, broadcasting live. Local teams and cheerleading squads were in the studio on the evening show each week as well. WNWN-fm solicited Christmas wishes from needy families in our area and then delivered everything from puppies, clothes, toys and beds for kids, groceries for parents out of work. We broadcast live and have events at 3 to 4 county fairs annually. WNWN-fm also is a part of several holiday parades in Branch, Calhoun, and Kalamazoo counties. I'm on the executive committees for Cereal Festival, International Festival of Lights, and Taste of Battle Creek. We not only promote the local events but are a part of them. WNWN-fm broadcasts for a week from the Balloon Festival and air show, International Festival, Cruise to the Fountain, and the Cruise.
- *Please list the number of Public Service Announcements aired per week.*  
50.
- *Please list examples of your Public Service outreach in the community.*  
WNWN-fm features a pet weekly for adoption during a Humane Society interview. The pet is also put on the web site and is usually adopted within hours. When a family has a fire, we work with the Red Cross and drive listeners to donate. Our afternoon talent works with the McCamley house for adult assisted living and their golf outing, our morning talent raised funds for the Burlington Fire Department, we did a karaoke contest raising \$1000. for the St. Jude Childrens Research Hospital and a 2 day radio-thon raising over \$50,000. WNWN-fm supports the Cereal Festival by driving listeners to the web site for a silent auction. We also run public service announcements to support the Kingman Museum, flu shot locations, and Santa's helper assisting the underserved community.
- *Please list your stations coverage of important issues affecting the local community, such as consumer rip-off's, smoking and other health hazards, safety, drinking and driving, domestic abuse and similar issues.*  
105 60 second announcements for smoking cessation were ran from 4/26-5/30. Another 75 smoking cessation ads ran from 6/28-8/1/04, 48 ads from 7/5-7/23. 37 :60's ran in June for HIV Test day. WNWN-fm aired the Michigan Association of Broadcasters traffic safety p.s.a. 12 times in January, 7 :60's in February. Identity Theft was another campaign, 10 60's 7/27-8/30/04.

## **Music**

- *Do your stations provide on-air opportunities for local artists, either periodically or on a regular basis? Regular. Give examples.* WNWN-fm has a program called Friday night live, the musician plays and interacts

with listeners for an hour weekly. Local artists are promoted with contesting, announcements, and events. Examples includes Kyle Jennings in studio and contesting to support selling out the State Theatre. Jay Teter was in studio and his single played periodically. Our Sunday morning program "Hymntime Live" plays 5 local bands weekly and has a concert every summer featuring the artists. We had over 600 people July 10, 2004.

- *What percentage of your music programming is generated locally?* 100%
- *Do your stations research the market to determine the type of music they want to hear locally? Yes Give examples.* Weekly on-line music testing.

#### **Station Participation in Community Activities**

- *Give examples of your stations support and involvement with non-profit and charity initiatives.* WNWN-fm operates a sno-cone booth raising funds for St. Jude's at the Taste of Battle Creek. We offer over \$10,000 in promotional exposure during Calhoun County's Cereal Festival. This event receives assistance in accruing volunteers with on-air and web-site exposure, we unload the trucks, mark the streets, and set up tents prior to the event and a 4 hour remote. The Tobia's home burned down on a Thursday morning. On air solicitation assisted in lining up a trailer and parking lot to take donations. The phones started ringing with offers of furniture and appliances. WNWN-fm broadcast from a parking lot all day Monday, filling the semi-trailer with clothes and toys for their 5 little girls, a bed for each child, appliances, toys, coats, and cash to start over with.
- *Provide examples of how your stations promote causes not tied to a particular organization, such as health screenings, free vaccinations, nutritional advice, community fundraisers, blood drives, disaster relief efforts, etc.* Two brothers in town needed a double organ transplant. We created and promoted a celebrity bartender and karaoke event raising money to support their operation. Jason Fiesel, an all pro athlete, now paraplegia was on air for a couple of hours creating awareness for his comedy club benefit. We also pre-promoted the event with announcements.